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## A Profile of Nebraska Exporters

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# Business in Nebraska

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## A Profile of Nebraska Exporters

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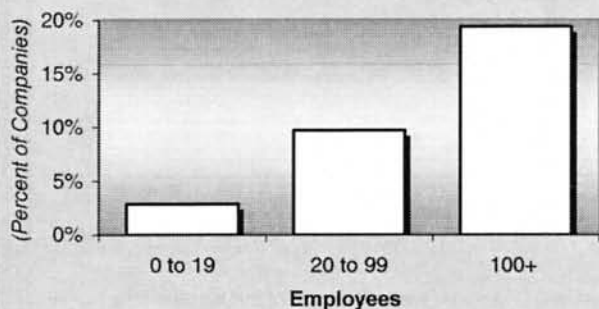
**C**ompanies in Nebraska that export goods or services internationally employ more than 100 workers, operate as corporations, and conduct business at several locations. Manufacturing and wholesale trade companies that have been operating for at least five years and market nationally (over 40 states) are the most likely exporters, but most report less than one-quarter of their revenues from exports.

This article profiles the small but vital group of Nebraska's international exporters. This profile is based on a survey of Nebraska's nonagricultural businesses conducted by the Nebraska Department of Labor in July 1999. Companies responding to the survey were asked if they exported goods or services internationally. Since no time period was specified in the question, some respondents may have referred to export shipments from more than a year prior to the survey. The yes/no responses are the basis of this profile.

### Survey Findings

- ☐ About 4.1 percent (1,800) of Nebraska's 43,000 businesses exported—comparable to national<sup>1</sup> export activity.
- ☐ Companies that had more than 100 employees were six times more likely to have exported than those with less than 20 employees—19.4 percent and 2.9 percent, respectively (Figure 1). According to the U.S. Census Bureau, the largest employers nationwide reported over three-quarters of all exports<sup>4</sup>.

**Figure 1**  
**Nebraska Export Involvement by**  
**Employment Size, 1999**



<sup>1</sup>The Foreign Trade Division of the U.S. Bureau of the Census issued *A Profile of U.S. Exporting Companies, 1996-1997*. Data on smaller exporters may be understated.

Multiple-establishment Nebraska companies were somewhat more likely to export than single-establishment companies—6.8 versus 4 percent.

Nebraska's businesses operating as corporations exported at over four times the rate of sole proprietors—5.3 percent compared to 1.2 percent. Only 2 percent of partnerships reported exports.

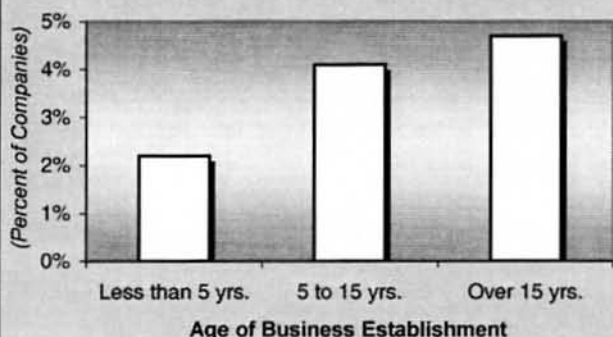
Companies in business more than five years were twice as likely to export as more recently established businesses (Figure 2). Only 2.2 percent of those in business less than five years exported, compared to 4.1 percent of those established 5-15 years ago, and 4.7 percent that were over 15 years old.

National marketers were more likely to have exported than those with a more limited market scope. The survey asked respondents to indicate with which other states or territories they do business. Few Nebraska businesses reported marketing their goods or services nationally<sup>5</sup>. About 12 percent reported having done business in eight to 39

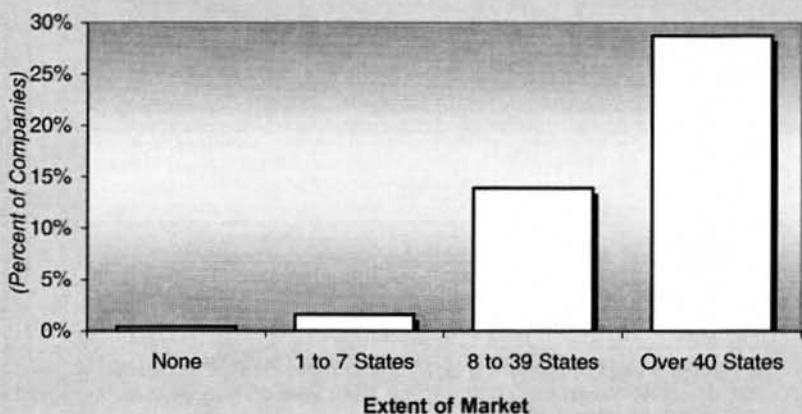
states, and only about 6 percent did business in over 40 states. These were the businesses most likely to have exported goods or services internationally. Among those that did business in eight to 39 states, about 14 percent were exporters (Figure 3). Nebraska businesses that did nationwide business were twice as likely to have exported—28 percent. Less than 2 percent of those doing business in fewer than eight states reported exports.

Among all major industries, manufacturing and wholesale trade companies were the most likely exporters (Figure 4). Nearly 28 percent of Nebraska's manufacturing companies reported exports. While manufacturing reported the highest export rate<sup>2</sup>, four of the 18 manufacturing categories reported export rates over 50 percent—chemicals, rubber, electronics/other electrical, and instruments. Wholesale trade companies were only half as likely to export as manufacturers—about 14 percent. Four wholesale trade categories had export rates above 25 percent—furniture/home furnishings, metals/minerals (except petroleum), drugs/proprietarys/sundries, and chemicals.

**Figure 2**  
**Nebraska Export Involvement by Establishment Age, 1999**

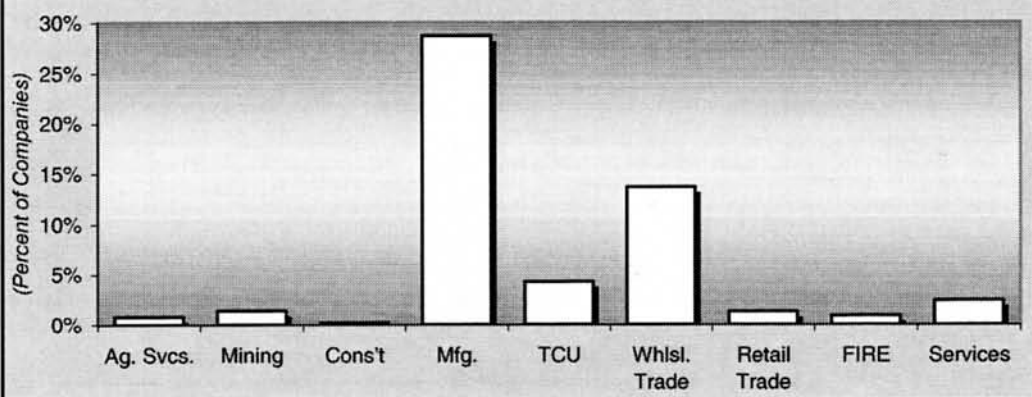


**Figure 3**  
**Nebraska Export Involvement by Scope of Domestic Market, 1999**



<sup>2</sup>Export rate is defined as the percent of businesses that reported international export of goods or services.

**Figure 4**  
**Nebraska Export Involvement by**  
**Major Industry, 1999**



□ Ninety-one percent of the state's 1,800 exporters indicated that export revenue represented less than 25 percent of total revenues. About 4 percent responded that export revenues represented between 25 and 49 percent of total revenues. Nearly 5 percent generated over half their revenues from exports.

□ Sixty-three percent reported exports of finished products (Table 1). One-quarter reported the export of services, primarily in the areas of construction; transportation, communications, and utilities (TCU); finance, insurance, and real estate (FIRE); and services. About 19 percent exported parts, which reflected manufacturing, TCU, and wholesale trade exports.

**Table 1**  
**Types of Nebraska Exports by Industry, 1999**

|                       | <i>Finished Product<sup>1</sup></i> | <i>Raw Materials</i> | <i>Parts</i> | <i>Services</i> |
|-----------------------|-------------------------------------|----------------------|--------------|-----------------|
| Agricultural Services | 57%                                 | 29%                  | 0%           | 29%             |
| Mining                | 0%                                  | 100%                 | 0%           | 0%              |
| Construction          | 17%                                 | 100%                 | 100%         | 100%            |
| Manufacturing         | 86%                                 | 4%                   | 23%          | 3%              |
| TCU                   | 25%                                 | 15%                  | 22%          | 78%             |
| Wholesale Trade       | 61%                                 | 18%                  | 24%          | 9%              |
| Retail Trade          | 77%                                 | 12%                  | 12%          | 0%              |
| FIRE                  | 0%                                  | 0%                   | 0%           | 100%            |
| Services              | 45%                                 | 0%                   | 6%           | 68%             |
| Total                 | 63%                                 | 10%                  | 19%          | 25%             |

<sup>1</sup>Percent of businesses that reported export of the type of product. Percentages do not add to 100.

The 5.2 percent export rate of businesses in the Lincoln MSA was the highest of the state's seven regions (Table 2). The Omaha MSA came in second—4.5 percent. The Central region, which includes Grand Island, had an export rate of 4.3 percent. Businesses in the Southeast region reported a 3.8 percent export rate, and in the Northeast, Mid Plains, and Panhandle regions export rates were between 2 and 3 percent.

Metro businesses were only slightly more like to export than nonmetro businesses—4.7 percent and 3.2 percent, respectively. Metro manufacturers exported at 29.5 percent compared to 27.5 percent for their nonmetro counterparts.

Exporters responded that Canada and Mexico are the most common export destinations (Table 3). Seventy-three percent reported exports to Canada and 41 percent exported to Mexico. Eight European and Asian countries also were popular markets. Table 4 shows the value of shipments to the top 13 foreign markets in 1998. Although the rank order of countries in Table 3 differs from Table 4, nine of the 13 appear on both lists. Notably, Japan was only the fifth most popular export destination in 1999, but ranked first on the basis of trade value in 1998.

### Conclusion

Since exports to Asia accounted for a majority of Nebraska's exports and the survey was conducted just two years after Asia's economic crisis, the export activity of Nebraska companies was impressive. Now that Asia's economy is recovering, it is likely that more Nebraska companies will pursue opportunities in the international market. Companies that market their goods or services globally will be able to take advantage of fewer trade restrictions.

**Table 2**  
**Nebraska Business Export Rate by Region, 1999**

|            | <i>% of Companies</i> |
|------------|-----------------------|
| Central    | 4.3%                  |
| Lincoln    | 5.2%                  |
| Mid Plains | 2.3%                  |
| Northeast  | 2.7%                  |
| Omaha      | 4.5%                  |
| Panhandle  | 2.2%                  |
| Southeast  | 3.8%                  |
| Total      | 4.1%                  |

**Table 3**  
**Percent of Nebraska Exporters by Country of Destination, 1999**

|                | <i>% of Exporters</i> |
|----------------|-----------------------|
| Canada         | 73%                   |
| Mexico         | 41%                   |
| United Kingdom | 38%                   |
| Australia      | 30%                   |
| Japan          | 28%                   |
| Germany        | 27%                   |
| South Korea    | 19%                   |
| Singapore      | 17%                   |
| Netherlands    | 17%                   |
| Taiwan         | 15%                   |
| France         | 3%                    |
| Brazil         | 3%                    |

**Table 4**  
**Nebraska's Export Values by Country of Destination, 1998**

|                | <i>Exports (\$ millions)</i> |
|----------------|------------------------------|
| Japan          | 808.3                        |
| Canada         | 523.9                        |
| Mexico         | 142.9                        |
| South Korea    | 111.4                        |
| Belgium        | 87.0                         |
| Netherlands    | 73.9                         |
| Venezuela      | 68.9                         |
| Australia      | 59.2                         |
| United Kingdom | 58.7                         |
| Philippines    | 48.0                         |
| Germany        | 44.3                         |
| Italy          | 36.2                         |
| Taiwan         | 34.3                         |

Source: U.S. International Trade Administration, Exporter Location Series

## Methods

The Nebraska Department of Labor surveyed 9,127 Nebraska businesses that were subject to the Nebraska Employment Security Law in second quarter 1999. The following employers are excluded from the unemployment insurance system: 1) those covered by the Railroad Unemployment Insurance Act; 2) individuals hiring private household workers; 3) independent contractors, including commission-only insurance and real estate agents; 5) employees of churches, except separately incorporated schools; and 6) farm/ranch operations paying less than \$20,000 in wages for any calendar quarter or employing fewer than 10 persons on any given day in 20 different calendar weeks over a

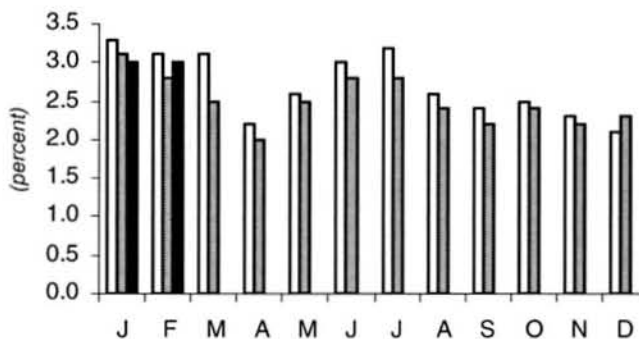
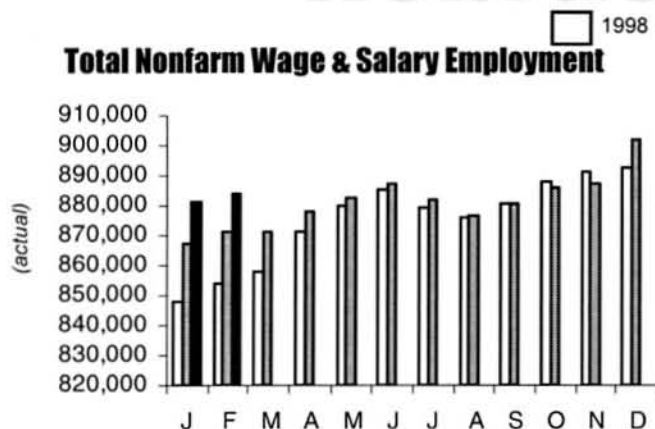
calendar year. All government operations, except for schools and hospitals, were excluded from the survey.

The stratified sample was drawn from two employment-size groups—companies with fewer than 100 employees and those with more than 100 employees—in each of the nine major industry groups. Overall, 58 percent responded to the survey. An analysis of the response patterns that compared respondents to nonrespondents by location, industry, and employment size indicated no notable response biases. Survey responses were weighted to reflect their pro-rata share of the state's private sector.

# Nebraska Stats

**Total Nonfarm Wage & Salary Employment**

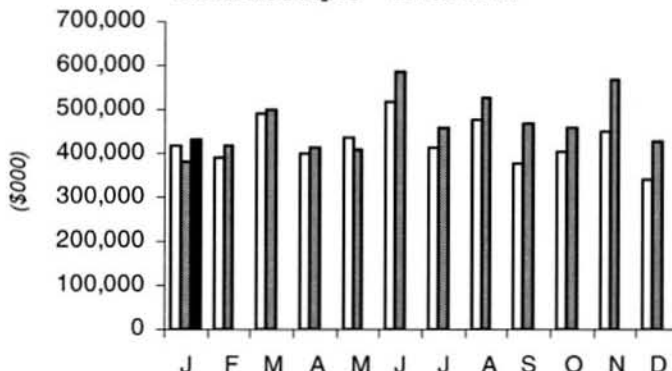
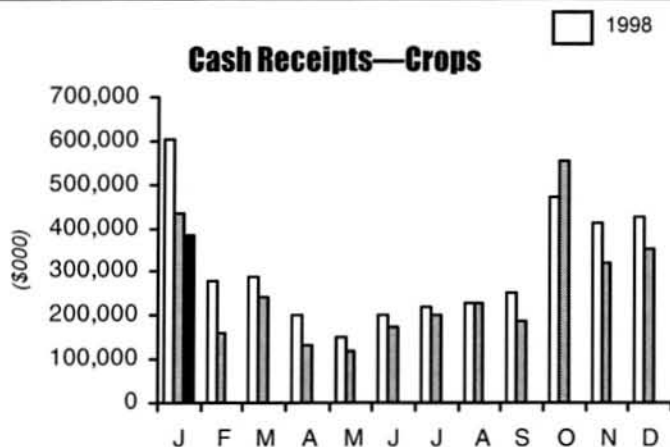
**Unemployment Rate**



Note: All 1999 and 2000 monthly employment data are considered estimates until benchmarked. Data shown for 1999 and 2000 are the most current revised estimates available. Final benchmarked monthly data for 1999 are expected to be released by the Nebraska Department of Labor in mid-2000.

**Cash Receipts—Crops**

**Cash Receipts—Livestock**





# Net Taxable Retail Sales\* for Nebraska Cities (\$000)

|                        | January 2000<br>(\$000) | YTD<br>(\$000) | YTD %<br>Change vs<br>Yr. Ago |                           | January 2000<br>(\$000) | YTD<br>(\$000) | YTD %<br>Change vs<br>Yr. Ago |
|------------------------|-------------------------|----------------|-------------------------------|---------------------------|-------------------------|----------------|-------------------------------|
| Ainsworth, Brown       | 1,274                   | 1,274          | -22.7                         | Kenesaw, Adams            | 296                     | 296            | -29.5                         |
| Albion, Boone          | 1,348                   | 1,348          | -12.3                         | Kimball, Kimball          | 1,406                   | 1,406          | -2.3                          |
| Alliance, Box Butte    | 5,026                   | 5,026          | -4.1                          | La Vista, Sarpy           | 8,623                   | 8,623          | 8.4                           |
| Alma, Harlan           | 379                     | 379            | -32.8                         | Laurel, Cedar             | 265                     | 265            | -10.5                         |
| Arapahoe, Furnas       | 707                     | 707            | 13.1                          | Lexington, Dawson         | 6,605                   | 6,605          | 0.1                           |
| Arlington, Washington  | 229                     | 229            | 41.4                          | Lincoln, Lancaster        | 195,686                 | 195,686        | 5.6                           |
| Arnold, Custer         | 478                     | 478            | 132.0                         | Louisville, Cass          | 324                     | 324            | -16.7                         |
| Ashland, Saunders      | 890                     | 890            | 3.1                           | Loup City, Sherman        | 379                     | 379            | -40.5                         |
| Atkinson, Holt         | 809                     | 809            | 3.6                           | Lyons, Burt               | 332                     | 332            | -21.7                         |
| Auburn, Nemaha         | 2,165                   | 2,165          | 8.1                           | Madison, Madison          | 854                     | 854            | 3.4                           |
| Aurora, Hamilton       | 2,007                   | 2,007          | -17.9                         | McCook, Red Willow        | 10,115                  | 10,115         | -2.3                          |
| Axtell, Kearney        | 40                      | 40             | -18.4                         | Milford, Seward           | 1,226                   | 1,226          | 3.3                           |
| Bassett, Rock          | 331                     | 331            | 4.7                           | Minatare, Scotts Bluff    | 138                     | 138            | 15.0                          |
| Battle Creek, Madison  | 627                     | 627            | -9.4                          | Minden, Kearney           | 1,444                   | 1,444          | -7.7                          |
| Bayard, Morrill        | 436                     | 436            | 1.4                           | Mitchell, Scotts Bluff    | 644                     | 644            | -11.8                         |
| Beatrice, Gage         | 9,927                   | 9,927          | 2.7                           | Morrill, Scotts Bluff     | 419                     | 419            | 13.6                          |
| Beaver City, Furnas    | 121                     | 121            | 5.2                           | Nebraska City, Otoe       | 4,953                   | 4,953          | -1.7                          |
| Bellevue, Sarpy        | 17,199                  | 17,199         | 2.3                           | Neligh, Antelope          | 1,079                   | 1,079          | -6.7                          |
| Benkelman, Dundy       | 505                     | 505            | 8.6                           | Newman Grove, Madison     | 254                     | 254            | -8.3                          |
| Bennington, Douglas    | 369                     | 369            | 19.8                          | Norfolk, Madison          | 27,563                  | 27,563         | 5.3                           |
| Blair, Washington      | 6,282                   | 6,282          | 4.4                           | North Bend, Dodge         | 387                     | 387            | -5.4                          |
| Bloomfield, Knox       | 414                     | 414            | -19.3                         | North Platte, Lincoln     | 20,046                  | 20,046         | -0.4                          |
| Blue Hill, Webster     | 388                     | 388            | -10.6                         | Oakland, Burt             | 528                     | 528            | -23.4                         |
| Bridgeport, Morrill    | 928                     | 928            | -1.2                          | Ogallala, Keith           | 4,833                   | 4,833          | 4.0                           |
| Broken Bow, Custer     | 3,363                   | 3,363          | 0.7                           | Omaha, Douglas            | 483,013                 | 483,013        | 9.4                           |
| Burwell, Garfield      | 634                     | 634            | 2.3                           | Onell, Holt               | 4,046                   | 4,046          | 6.9                           |
| Cairo, Hall            | 176                     | 176            | 20.5                          | Ord, Valley               | 1,694                   | 1,694          | 1.4                           |
| Central City, Merrick  | 1,565                   | 1,565          | 9.0                           | Osceola, Polk             | 446                     | 446            | -26.0                         |
| Ceresco, Saunders      | 1,333                   | 1,333          | 7.8                           | Oshkosh, Garden           | 374                     | 374            | -16.3                         |
| Chadron, Dawes         | 4,419                   | 4,419          | 4.2                           | Osmond, Pierce            | 339                     | 339            | 30.9                          |
| Chappell, Deuel        | 456                     | 456            | 14.3                          | Oxford, Furnas            | 443                     | 443            | -6.5                          |
| Clarkson, Colfax       | 295                     | 295            | -0.3                          | Papillion, Sarpy          | 6,567                   | 6,567          | 2.9                           |
| Clay Center, Clay      | 423                     | 423            | 2.2                           | Pawnee City, Pawnee       | 301                     | 301            | -0.3                          |
| Columbus, Platte       | 18,608                  | 18,608         | 3.1                           | Pender, Thurston          | 599                     | 599            | 10.1                          |
| Cozad, Dawson          | 2,796                   | 2,796          | -0.6                          | Pierce, Pierce            | 585                     | 585            | 2.8                           |
| Crawford, Dawes        | 363                     | 363            | -6.4                          | Plainview, Pierce         | 643                     | 643            | 8.4                           |
| Creighton, Knox        | 968                     | 968            | -17.4                         | Plattsmouth, Cass         | 2,879                   | 2,879          | -2.4                          |
| Crete, Saline          | 2,659                   | 2,659          | -7.6                          | Ponca, Dixon              | 188                     | 188            | -61.2                         |
| Crofton, Knox          | 277                     | 277            | -7.4                          | Ralston, Douglas          | 2,848                   | 2,848          | 3.6                           |
| Curtis, Frontier       | 303                     | 303            | -10.1                         | Randolph, Cedar           | 358                     | 358            | -6.3                          |
| Dakota City, Dakota    | 317                     | 317            | -2.8                          | Ravenna, Buffalo          | 536                     | 536            | -20.9                         |
| David City, Butler     | 1,432                   | 1,432          | 6.6                           | Red Cloud, Webster        | 592                     | 592            | -4.4                          |
| Deshler, Thayer        | 267                     | 267            | -7.3                          | Rushville, Sheridan       | 369                     | 369            | -27.1                         |
| Dodge, Dodge           | 190                     | 190            | 5.6                           | Sargent, Custer           | 168                     | 168            | 1.8                           |
| Doniphan, Hall         | 1,651                   | 1,651          | 85.7                          | Schuyler, Colfax          | 1,676                   | 1,676          | 3.6                           |
| Eagle, Cass            | 174                     | 174            | -17.1                         | Scottsbluff, Scotts Bluff | 19,327                  | 19,327         | 4.7                           |
| Elgin, Antelope        | 414                     | 414            | 14.7                          | Scribner, Dodge           | 317                     | 317            | -9.7                          |
| Elkhorn, Douglas       | 1,411                   | 1,411          | -24.8                         | Seward, Seward            | 4,443                   | 4,443          | 3.9                           |
| Elm Creek, Buffalo     | 389                     | 389            | -4.9                          | Shelby, Polk              | 321                     | 321            | 23.5                          |
| Elwood, Gosper         | 212                     | 212            | -46.2                         | Shelton, Buffalo          | 372                     | 372            | -63.3                         |
| Fairbury, Jefferson    | 2,953                   | 2,953          | -6.6                          | Sidney, Cheyenne          | 7,188                   | 7,188          | 23.6                          |
| Farmington, Fillmore   | 159                     | 159            | 11.2                          | South Sioux City, Dakota  | 7,081                   | 7,081          | -3.1                          |
| Falls City, Richardson | 2,088                   | 2,088          | -3.1                          | Springfield, Sarpy        | 497                     | 497            | 50.2                          |
| Franklin, Franklin     | 477                     | 477            | -6.7                          | St. Paul, Howard          | 1,046                   | 1,046          | -5.2                          |
| Fremont, Dodge         | 21,650                  | 21,650         | 13.5                          | Stanton, Stanton          | 550                     | 550            | -2.5                          |
| Friend, Saline         | 418                     | 418            | -6.7                          | Stromsburg, Polk          | 680                     | 680            | 17.2                          |
| Fullerton, Nance       | 518                     | 518            | -8.5                          | Superior, Nuckolls        | 1,292                   | 1,292          | -8.8                          |
| Geneva, Fillmore       | 1,225                   | 1,225          | -11.9                         | Sutherland, Lincoln       | 363                     | 363            | 13.4                          |
| Genoa, Nance           | 269                     | 269            | -5.3                          | Sutton, Clay              | 708                     | 708            | -19.4                         |
| Gering, Scotts Bluff   | 3,760                   | 3,760          | 17.5                          | Syracuse, Otoe            | 931                     | 931            | 0.6                           |
| Gibbon, Buffalo        | 709                     | 709            | -5.7                          | Tecumseh, Johnson         | 779                     | 779            | -1.8                          |
| Gordon, Sheridan       | 1,346                   | 1,346          | -5.4                          | Tekamah, Burt             | 857                     | 857            | -14.2                         |
| Gothenburg, Dawson     | 1,910                   | 1,910          | -7.7                          | Tilden, Madison           | 341                     | 341            | -27.4                         |
| Grand Island, Hall     | 46,267                  | 46,267         | 5.7                           | Utica, Seward             | 272                     | 272            | -20.0                         |
| Grant, Perkins         | 897                     | 897            | 6.2                           | Valentine, Cherry         | 3,542                   | 3,542          | 1.8                           |
| Gretna, Sarpy          | 1,935                   | 1,935          | -13.9                         | Valley, Douglas           | 947                     | 947            | 58.9                          |
| Hartington, Cedar      | 1,335                   | 1,335          | -15.1                         | Wahoo, Saunders           | 2,189                   | 2,189          | 3.7                           |
| Hastings, Adams        | 18,039                  | 18,039         | -0.2                          | Wakefield, Dixon          | 323                     | 323            | 8.4                           |
| Hay Springs, Sheridan  | 352                     | 352            | 1.7                           | Wauneta, Chase            | 339                     | 339            | 8.3                           |
| Hebron, Thayer         | 1,510                   | 1,510          | -17.4                         | Waverly, Lancaster        | 705                     | 705            | 1.6                           |
| Henderson, York        | 452                     | 452            | -3.8                          | Wayne, Wayne              | 3,268                   | 3,268          | -16.0                         |
| Hickman, Lancaster     | 252                     | 252            | 2.4                           | Weeping Water, Cass       | 499                     | 499            | 0.2                           |
| Holdrege, Phelps       | 3,697                   | 3,697          | -3.7                          | West Point, Cuming        | 3,077                   | 3,077          | -10.1                         |
| Hooper, Dodge          | 408                     | 408            | 25.9                          | Wilber, Saline            | 451                     | 451            | 10.8                          |
| Humboldt, Richardson   | 297                     | 297            | -36.7                         | Wisner, Cuming            | 472                     | 472            | 2.2                           |
| Humphrey, Platte       | 587                     | 587            | 19.8                          | Wood River, Hall          | 312                     | 312            | -5.7                          |
| Imperial, Chase        | 1,477                   | 1,477          | -16.2                         | Wymore, Gage              | 435                     | 435            | 7.7                           |
| Juniata, Adams         | 228                     | 228            | -2.1                          | York, York                | 9,118                   | 9,118          | 0.7                           |
| Kearney, Buffalo       | 30,417                  | 30,417         | 5.3                           |                           |                         |                |                               |

\*Does not include motor vehicle sales. Motor vehicle net taxable retail sales are reported by county only.

Source: Nebraska Department of Revenue

# Net Taxable Retail Sales for Nebraska Counties (\$000)

|           | Motor Vehicle Sales |                 |                      | Other Sales     |                 |                      |  | Motor Vehicle Sales |                 |                      |       | Other Sales     |                 |                      |
|-----------|---------------------|-----------------|----------------------|-----------------|-----------------|----------------------|--|---------------------|-----------------|----------------------|-------|-----------------|-----------------|----------------------|
|           | January             | YTD             | YTD                  | January         | YTD             | YTD                  |  | January             | YTD             | YTD                  |       | January         | YTD             | YTD                  |
|           | 2000<br>(\$000)     | 2000<br>(\$000) | % Chg. vs<br>Yr. Ago | 2000<br>(\$000) | 2000<br>(\$000) | % Chg. vs<br>Yr. Ago |  | 2000<br>(\$000)     | 2000<br>(\$000) | % Chg. vs<br>Yr. Ago |       | 2000<br>(\$000) | 2000<br>(\$000) | % Chg. vs<br>Yr. Ago |
| Nebraska  | 189,600             | 189,600         | 11.0                 | 1,333,248       | 1,333,248       | 7.4                  |  | Howard              | 817             | 817                  | 27.1  | 1,351           | 1,351           | -3.5                 |
| Adams     | 3,543               | 3,543           | 23.7                 | 18,911          | 18,911          | 0.0                  |  | Jefferson           | 1,004           | 1,004                | -2.9  | 3,833           | 3,833           | -3.8                 |
| Antelope  | 1,200               | 1,200           | 28.5                 | 1,773           | 1,773           | -2.2                 |  | Johnson             | 578             | 578                  | 27.3  | 1,093           | 1,093           | -1.8                 |
| Arthur    | 82                  | 82              | -26.8                | (D)             | (D)             | (D)                  |  | Kearney             | 919             | 919                  | 10.3  | 1,561           | 1,561           | -7.7                 |
| Banner    | 156                 | 156             | 212.0                | (D)             | (D)             | (D)                  |  | Keith               | 1,567           | 1,567                | 26.4  | 5,166           | 5,166           | 3.8                  |
| Blaine    | 154                 | 154             | 41.3                 | (D)             | (D)             | (D)                  |  | Keya Paha           | 142             | 142                  | 54.3  | 91              | 91              | 23.0                 |
| Boone     | 804                 | 804             | 5.4                  | 1,709           | 1,709           | -11.2                |  | Kimball             | 446             | 446                  | 12.3  | 1,431           | 1,431           | -1.8                 |
| Box Butte | 1,691               | 1,691           | 53.4                 | 5,276           | 5,276           | -4.4                 |  | Knox                | 1,287           | 1,287                | 42.2  | 2,246           | 2,246           | -11.3                |
| Boyd      | 191                 | 191             | -22.7                | 457             | 457             | 1.3                  |  | Lancaster           | 22,224          | 22,224               | 7.0   | 197,854         | 197,854         | 5.6                  |
| Brown     | 608                 | 608             | 24.1                 | 1,335           | 1,335           | -20.9                |  | Lincoln             | 3,606           | 3,606                | -1.4  | 20,966          | 20,966          | 0.1                  |
| Buffalo   | 5,080               | 5,080           | 12.5                 | 32,701          | 32,701          | 2.1                  |  | Logan               | 233             | 233                  | 108.0 | (D)             | (D)             | (D)                  |
| Burt      | 904                 | 904             | 9.2                  | 1,940           | 1,940           | -14.5                |  | Loup                | 118             | 118                  | 10.3  | (D)             | (D)             | (D)                  |
| Butler    | 1,100               | 1,100           | 5.3                  | 1,878           | 1,878           | 2.3                  |  | McPherson           | 178             | 178                  | 182.5 | (D)             | (D)             | (D)                  |
| Cass      | 2,791               | 2,791           | -13.6                | 5,265           | 5,265           | 1.2                  |  | Madison             | 3,403           | 3,403                | -8.6  | 29,706          | 29,706          | 4.1                  |
| Cedar     | 1,035               | 1,035           | 15.5                 | 2,163           | 2,163           | -12.5                |  | Merrick             | 1,359           | 1,359                | 40.1  | 2,050           | 2,050           | 7.1                  |
| Chase     | 791                 | 791             | -0.4                 | 2,032           | 2,032           | -2.6                 |  | Morrill             | 973             | 973                  | 60.3  | 1,376           | 1,376           | -2.8                 |
| Cherry    | 917                 | 917             | -13.5                | 3,693           | 3,693           | 1.4                  |  | Nance               | 588             | 588                  | 21.0  | 796             | 796             | -7.0                 |
| Cheyenne  | 1,297               | 1,297           | 12.6                 | 7,462           | 7,462           | 23.3                 |  | Nemaha              | 793             | 793                  | 4.3   | 2,457           | 2,457           | 5.3                  |
| Clay      | 1,082               | 1,082           | -10.7                | 1,989           | 1,989           | -5.1                 |  | Nuckolls            | 1,001           | 1,001                | 55.4  | 1,829           | 1,829           | -7.3                 |
| Colfax    | 1,169               | 1,169           | -6.9                 | 2,420           | 2,420           | 5.3                  |  | Otoe                | 1,742           | 1,742                | -13.2 | 6,271           | 6,271           | -0.4                 |
| Cuming    | 1,296               | 1,296           | 32.7                 | 3,998           | 3,998           | -8.0                 |  | Pawnee              | 417             | 417                  | 72.3  | 461             | 461             | -1.5                 |
| Custer    | 1,823               | 1,823           | 23.8                 | 4,536           | 4,536           | 8.2                  |  | Perkins             | 825             | 825                  | 5.2   | 1,064           | 1,064           | 5.3                  |
| Dakota    | 1,885               | 1,885           | -1.7                 | 7,952           | 7,952           | -3.4                 |  | Phelps              | 1,610           | 1,610                | 35.9  | 3,936           | 3,936           | -3.5                 |
| Dawes     | 941                 | 941             | 42.6                 | 4,782           | 4,782           | 3.3                  |  | Pierce              | 951             | 951                  | 13.9  | 1,609           | 1,609           | 9.0                  |
| Dawson    | 3,371               | 3,371           | 16.9                 | 11,685          | 11,685          | -0.6                 |  | Platte              | 4,036           | 4,036                | -2.2  | 19,616          | 19,616          | 3.7                  |
| Deuel     | 326                 | 326             | 8.3                  | 989             | 989             | 9.9                  |  | Polk                | 1,267           | 1,267                | 52.8  | 1,621           | 1,621           | -1.4                 |
| Dixon     | 722                 | 722             | 37.3                 | 626             | 626             | -28.7                |  | Red Willow          | 1,579           | 1,579                | 61.8  | 10,402          | 10,402          | -1.9                 |
| Dodge     | 3,687               | 3,687           | 9.0                  | 23,213          | 23,213          | 12.7                 |  | Richardson          | 1,093           | 1,093                | 42.7  | 2,634           | 2,634           | -7.0                 |
| Douglas   | 42,107              | 42,107          | 5.9                  | 490,038         | 490,038         | 9.2                  |  | Rock                | 233             | 233                  | 43.8  | 341             | 341             | 5.9                  |
| Dundy     | 395                 | 395             | 0.5                  | 515             | 515             | 8.0                  |  | Saline              | 1,866           | 1,866                | 20.5  | 3,908           | 3,908           | -6.2                 |
| Fillmore  | 1,349               | 1,349           | 36.8                 | 2,047           | 2,047           | -6.4                 |  | Sarpy               | 12,392          | 12,392               | 12.5  | 36,578          | 36,578          | 4.6                  |
| Franklin  | 511                 | 511             | 5.6                  | 668             | 668             | -2.8                 |  | Saunders            | 2,700           | 2,700                | 6.1   | 5,721           | 5,721           | 14.8                 |
| Frontier  | 640                 | 640             | 32.8                 | 531             | 531             | -9.5                 |  | Scotts Bluff        | 4,297           | 4,297                | 36.5  | 24,362          | 24,362          | 6.2                  |
| Furnas    | 743                 | 743             | 11.1                 | 2,004           | 2,004           | -3.1                 |  | Seward              | 1,828           | 1,828                | 5.2   | 6,166           | 6,166           | 2.5                  |
| Gage      | 2,743               | 2,743           | 7.9                  | 10,998          | 10,998          | 3.1                  |  | Sheridan            | 1,133           | 1,133                | 64.4  | 2,324           | 2,324           | -6.6                 |
| Garden    | 309                 | 309             | 27.7                 | 533             | 533             | -7.0                 |  | Sherman             | 430             | 430                  | 1.2   | 481             | 481             | -35.4                |
| Garfield  | 247                 | 247             | 63.6                 | 634             | 634             | 2.3                  |  | Sioux               | 451             | 451                  | 96.1  | 101             | 101             | 20.2                 |
| Gosper    | 429                 | 429             | 0.5                  | 270             | 270             | -40.9                |  | Stanton             | 572             | 572                  | -15.3 | 682             | 682             | -15.0                |
| Grant     | 127                 | 127             | -39.2                | 196             | 196             | 35.2                 |  | Thayer              | 941             | 941                  | -7.9  | 2,324           | 2,324           | -8.3                 |
| Greeley   | 392                 | 392             | -7.8                 | 518             | 518             | -3.0                 |  | Thomas              | 224             | 224                  | 101.8 | 202             | 202             | -16.2                |
| Hall      | 5,754               | 5,754           | 16.9                 | 48,646          | 48,646          | 7.2                  |  | Thurston            | 448             | 448                  | -8.0  | 723             | 723             | 2.7                  |
| Hamilton  | 1,583               | 1,583           | 24.4                 | 2,279           | 2,279           | -15.7                |  | Valley              | 625             | 625                  | 20.0  | 1,856           | 1,856           | -5.6                 |
| Harlan    | 635                 | 635             | 59.9                 | 495             | 495             | -25.8                |  | Washington          | 2,368           | 2,368                | 2.9   | 6,952           | 6,952           | 4.8                  |
| Hayes     | 193                 | 193             | 73.9                 | (D)             | (D)             | (D)                  |  | Wayne               | 986             | 986                  | 1.1   | 3,455           | 3,455           | -14.2                |
| Hitchcock | 554                 | 554             | 63.4                 | 541             | 541             | 18.6                 |  | Webster             | 709             | 709                  | 121.6 | 1,062           | 1,062           | -6.6                 |
| Holt      | 1,663               | 1,663           | 15.9                 | 5,386           | 5,386           | 4.0                  |  | Wheeler             | 75              | 75                   | -30.6 | 61              | 61              | -9.0                 |
| Hooker    | 95                  | 95              | -48.9                | 189             | 189             | 10.5                 |  | York                | 2,137           | 2,137                | 36.7  | 10,987          | 10,987          | 11.3                 |

\*Totals may not add due to rounding  
(D) Denotes disclosure suppression

Source: Nebraska Department of Revenue

## Note on Net Taxable Retail Sales

Users of this series should be aware that taxable retail sales are not generated exclusively by traditional outlets such as clothing, discount, and hardware stores. While businesses classified as retail trade firms account for, on average, slightly more than half of total taxable sales, sizable portions of taxable sales are generated by service establishments, electric and gas utilities, wholesalers, telephone and cable companies, and manufacturers.



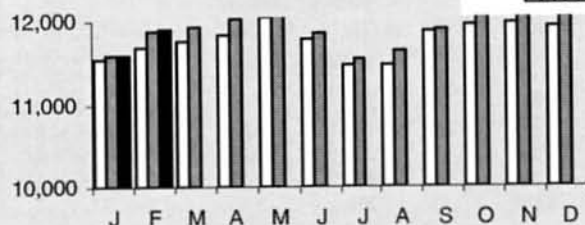
# Regional Nonfarm Wage and Salary Employment\* 1998 to February\*\* 2000

1998 1999 2000

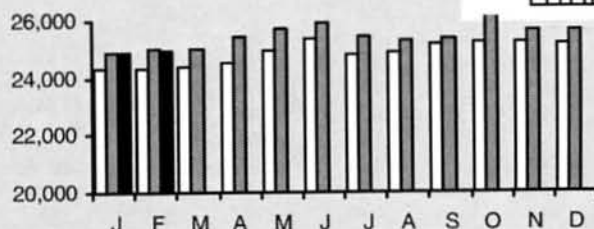
## Note to Readers

The charts on pages 8 and 9 report nonfarm employment by place of work for each region.

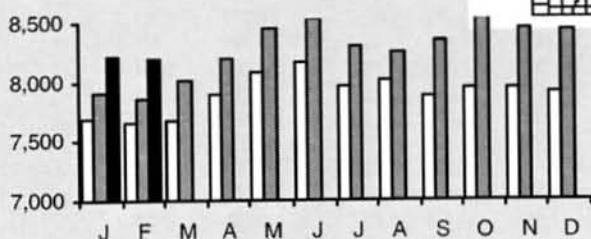
### Northwest Panhandle



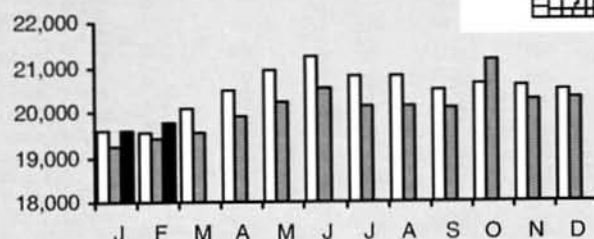
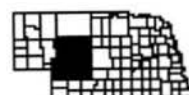
### Southwest Panhandle



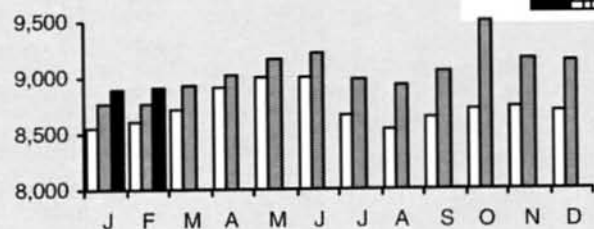
### North Central



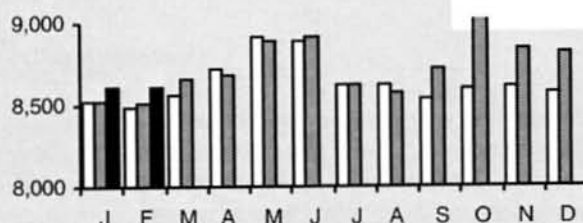
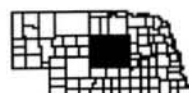
### West Central



### Southwest Central



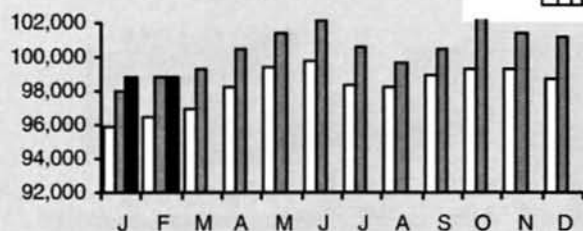
### East Central



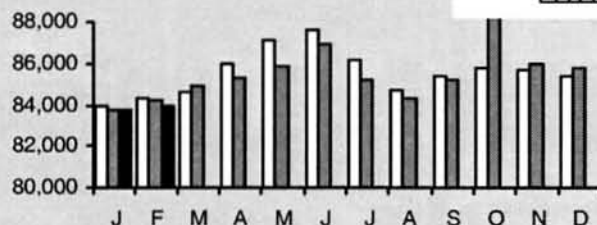
# Regional Nonfarm Wage and Salary Employment\* 1998 to February\*\* 2000

1998 1999 2000

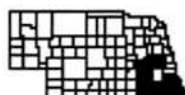
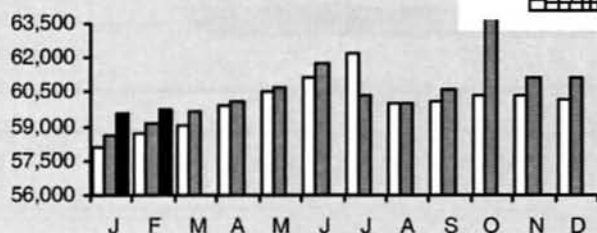
## Southeast Central



## Northeast

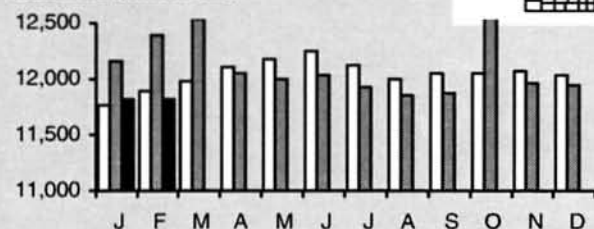


## Southeast



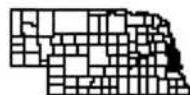
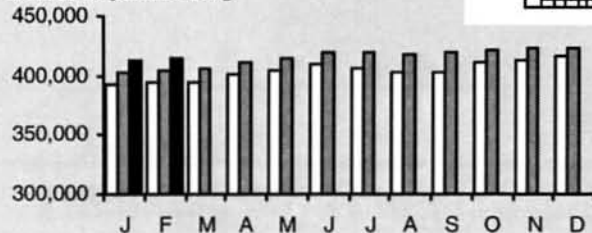
## Sioux City MSA

Nebraska portion only

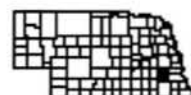
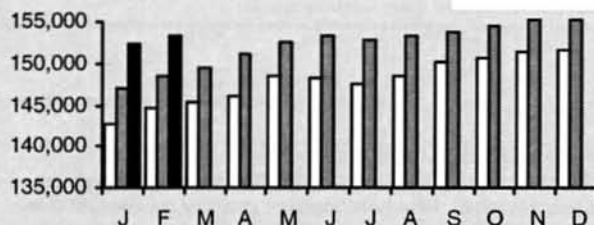


## Omaha MSA

Nebraska portion only



## Lincoln MSA



\*By place of work

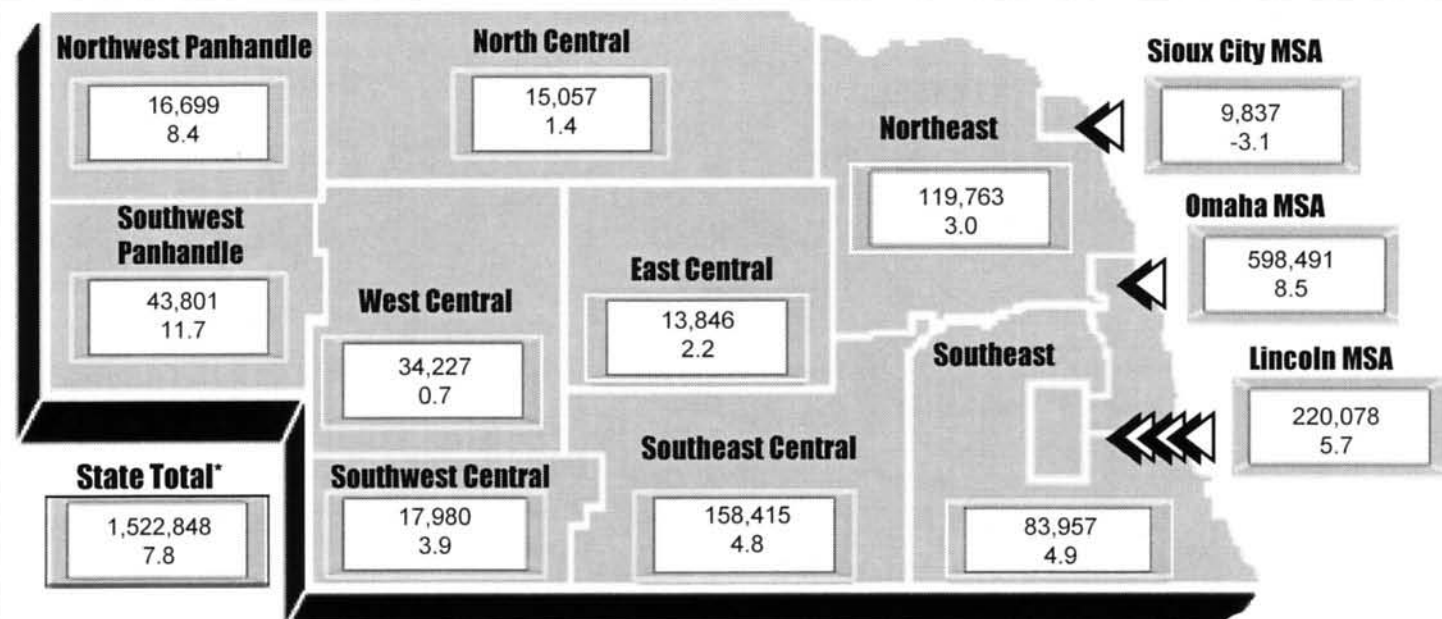
\*\*Current month data are preliminary and subject to revision

Note: All 1999 and 2000 monthly employment data are considered estimates until benchmarked. Data shown for 1999 and 2000 are the most current revised estimates available. Final benchmarked monthly data for 1999 are expected to be released by the Nebraska Department of Labor in mid-2000.

Source: Nebraska Department of Labor, Labor Market Information - Kathy Copas and Tammy Johnson

# January 2000 Regional Retail Sales (\$000)

## YTD Change vs Yr. Ago



\*Regional values may not add to state total due to unallocated sales  
Source: Nebraska Department of Revenue

## State Nonfarm Wage & Salary Employment by Industry\*

|                       | February 2000 |
|-----------------------|---------------|
| Nonfarm Emp (W&S)     | 883,830       |
| Construction & Mining | 41,353        |
| Manufacturing         | 116,834       |
| Durables              | 56,533        |
| Nondurables           | 60,301        |
| TCU**                 | 57,495        |
| Trade                 | 210,752       |
| Wholesale             | 55,409        |
| Retail                | 155,343       |
| FIRE***               | 61,124        |
| Services              | 241,370       |
| Government            | 154,902       |

\*By place of work

\*\*Transportation, Communication, and Utilities

\*\*\*Finance, Insurance, and Real Estate

Source: Nebraska Department of Labor, Labor Market Information

Note: All 2000 monthly employment and labor force data are considered estimates until benchmarked. Data shown for 2000 are the most current revised estimates available. Final benchmarked monthly data for 2000 are expected to be released by the Nebraska Department of Labor in mid-2001.

## Consumer Price Index

Consumer Price Index - U\*  
(1982-84 = 100)  
(not seasonally adjusted)

|             | March 2000 | % Change vs Yr. Ago | YTD % Change vs Yr. Ago (inflation rate) |
|-------------|------------|---------------------|--|
| All Items   | 171.1      | 3.7                 | 3.2                                      |
| Commodities | 149.2      | 4.6                 | 3.6                                      |
| Services    | 193.1      | 2.9                 | 2.8                                      |

\*U = All urban consumers

Source: U.S. Bureau of Labor Statistics

Inflation Rate

3.2

## State Labor Force Summary\*

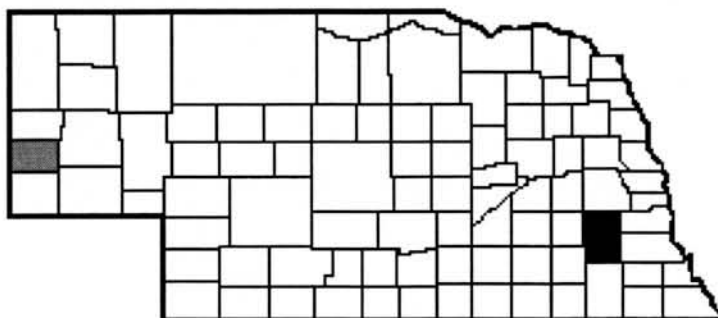
|                   | February 2000 |
|-------------------|---------------|
| Labor Force       | 932,051       |
| Employment        | 903,858       |
| Unemployment Rate | 3.0           |

\*By place of residence

Source: Nebraska Department of Labor, Labor Market Information

## County of the Month

# Lancaster Lincoln-County Seat



**License plate prefix number:** 2

**Size of county:** 839 square miles, ranks  
26<sup>th</sup> in the state

**Population:** 235,589 in 1998, a change of 10.3 percent from 1990

**Per capita personal income:** \$24,602 in 1997, ranks 7<sup>th</sup> in the state

**Net taxable retail sales (\$000):** \$2,767,639 in 1998, a change of 8.1 percent from  
1997; \$220,078 in January 2000, a change of 5.7 percent from January 1999.

**Unemployment rate:** 2.2 percent in Lancaster County, 2.7 percent in Nebraska for  
1998

|   | State              | Lancaster<br>County |
|---|--------------------|---------------------|
| <b>Nonfarm employment (1998)<sup>1</sup>:</b> | 875,352            | 147,922             |
| (wage & salary)                               | (percent of total) |                     |
| Construction and Mining                       | 4.8                | 4.6                 |
| Manufacturing                                 | 13.6               | 12.1                |
| TCU   | 6.4                | 6.6                 |
| Wholesale Trade                               | 6.2                | 4.0                 |
| Retail Trade                                  | 18.0               | 16.9                |
| FIRE  | 6.6                | 6.6                 |
| Services                                      | 27.2               | 27.0                |
| Government                                    | 17.2               | 22.2                |

### Agriculture:

Number of farms: 1,457 in 1997; 1,359 in 1992; 1,508 in 1987

Average farm size: 289 acres in 1997; 305 acres in 1992

Market value of farm products sold: \$82.4 million in 1997 (\$56,545 average per  
farm), \$70 million in 1992 (\$51,500 average per farm)

<sup>1</sup>By place of work

Sources: U.S. Bureau of the Census, U.S. Bureau of Economic Analysis, Nebraska Department of Labor, Nebraska Department of Revenue.

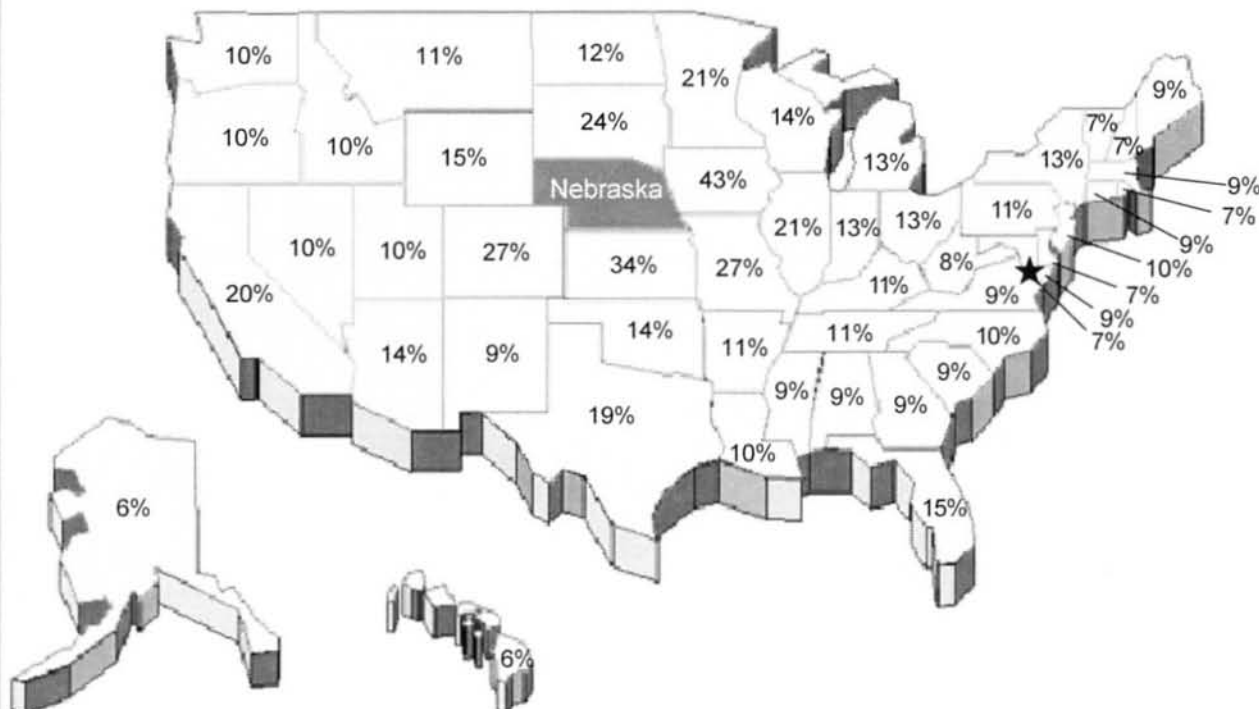
# bulletin board

Consumer  
Price Index  
(CPI)

www.bbr.unl.edu

## Nebraska Companies Conduct Business with Other States

Although the majority of Nebraska establishments deal with other states, a July 1999 Nebraska Department of Labor survey revealed that 37% of Nebraska establishments conduct all their business within the state.



Source: Nebraska Department of Labor

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